

# QUILL



*Plan Now to Attend the*

# **31st National Convention**

**of Sigma Delta Chi**  
**Professional Journalistic Fraternity**

**SANS SOUCI HOTEL**  
**MIAMI BEACH, FLORIDA**

**NOVEMBER 9, 10, 11-1950**

(Registration, Tours, Buffet-Reception—Nov. 8)

### ***Who Should Attend***

The Thirty-First National Convention of Sigma Delta Chi is for the entire membership. Attendance is not limited just to Professional and Undergraduate Chapter delegates. All members are cordially invited to attend.

### ***How to Register***

If you are planning to attend the convention, advise Victor E. Bluedorn, Executive Director, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Illinois. Give approximate arrival time. A special committee is arranging entertainment for ladies. Advise headquarters if your wife desires to be included in these plans. This information helps the planners of the convention anticipate attendance and to make necessary arrangements. Send no money in advance. Actual registration takes place at convention.

### ***How to Make Reservations***

Reservations for hotel rooms should be sent to Room Reservations Manager, Sans Souci Hotel, Miami Beach, Florida. Mention that you are attending the Sigma Delta Chi convention. Special rates: Double room for 2 persons, \$10 daily. (Delegates expressing a roommate preference will be assigned with the member designated.) Single room, \$8 daily. Make your reservations early.

### ***Program***

A glance at the convention story in this issue of THE QUILL will give you an idea of what's in store for you. Additional articles will appear in the October and November issues.

# THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XXXVIII

No. 9

## Journalism for All Students

**W**RITING in the *Editor & Publisher* of July 22, Dwight Bentel beat me to discussion of an idea I had been toying with for a long time. That is the notion that colleges and universities ought to equip their students with a better understanding of the function of the press in a democracy. He didn't mean students of journalism and neither do I.

A journalism student is taught the history of the press, including the reasons why it was long ago given special freedoms. He learns by both theory and practice the difficulties that make execution of its responsibility to society a constant challenge. Bentel cited evidence that little or nothing of the sort is available for the average liberal arts student or the candidate for professions other than journalism. On the contrary, he feels, the non-journalism student gets an unfortunate concept of the press, if any.

This belief was strikingly justified in the last issue of *The Quill* when James L. Julian reported results of a survey at the University of Miami. Sampling of students through two academic years indicated that 75 per cent believed newspapers suppress or color news that does not fit their views. Twenty-two per cent actually thought editors commonly accept money to keep things out of the paper. Student preferences in newspaper reading matter were dismaying to the believer in better journalism.

Bentel to some extent laid undergraduate skepticism about the integrity of newspapers to English professors who "sneer at journalese" and social scientists who "deplore its impact" on public thinking. He suspects students are more likely to get their ideas of the press from its more rabid critics than from its friends. He suggests that colleges and universities offer general non-technical courses on journalism in the same way they teach their students to understand other social and political institutions.

I have long felt that this should be done. I have at times gone to the length of threatening to do it myself if some exceptionally broad-minded and optimistic faculty would give me the chance. Such a course should cover the history and development of the press, its responsibilities and privileges and problems. The young men who are likely to be future business and professional leaders should know how to read newspapers. They should help to dispel, not to perpetuate, some of the ridiculous myths about the press.

Certainly college students need to learn that the American press is almost never venal. I can still remember a painful experience as a young city editor. One member of a prominent family in our city got into a jam that was definitely news. Another member of the same family, who happened to have been a boyhood friend, walked into our newsroom and calmly flourished a checkbook. He was honestly taken back when I explained that such things

were not done. And he had had several years at a university.

It will be far less easy to disprove bias to the inquiring and skeptical student. Of course he is prone to see bias in any story with which he does not agree. This is typical of a high percentage of the human race. What the newspaper reader needs to understand is that much that looks like one-sided or incomplete reporting is due to the difficulties of collecting news in a hurry and fitting it into a limited space. He needs further to understand that even when bias appears deliberate, the next newspaper may be biased in the opposite direction. Truth is largely the residue of clashing ideas—in the press as elsewhere.

**A**LL this would demand very careful teaching. Bentel feels that general college courses on the press should be taught by journalism faculty members. He named a few universities where this is being done. Kentucky offers a "Survey of Journalism" solely for non-journalism students which is a popular elective. Northwestern similarly teaches "The American Newspaper as a Social Institution." There are a few others.

Some universities and most of the smaller colleges do not have journalism faculties to do such a job. I am not sure, for that matter, that I agree that classroom judgment of the press should be made entirely by journalists. They should have a big share in such teaching but the young mind should hear from other points of view and experience. We do not leave the teaching of political science entirely to holders of public office.

Only the journalist can give a student the actual picture of how a free press operates. Such an understanding is prerequisite to any sound evaluation of its performance and is more likely to lead to a sympathetic evaluation. But others—social scientists, historians, members of other professions—could well share the teaching. I believe the more thoughtful member of the American press would want a judgment that is realistic as well as friendly.

I doubt the average college level teacher is as supercilious about the press as he is made out to be. Even when he is, we newspapermen cannot blame him too much. In recent years government has tended to call in more and more academic people. And a critical and sensitive press in turn has not been bashful about such a fine target. Some newspaper cartoonists have almost succeeded in making the academic mortarboard a dunce's cap.

Generally, we did not mean it, any more than the professor means it when he dissects the press in his classroom and then goes home to enjoy his own favorite newspaper. If democracy is to survive, both of us are here to stay. For our own good as well as that of students, we ought to get together in classrooms other than those devoted specifically to teaching journalism.

CARL R. KESLER

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**bee** is an insect

but **Bee**  
is a newspaper



The busy collector of honey is completely oblivious of the question of lower case or capital letters. Not indifferent, however, are the folks who put out newspapers named for *Apis mellifera*.

For the same reason, we have a lively interest in the use of a capital initial for Coke, the friendly abbreviation for Coca-Cola. Spelled with a lower case "c," it means something entirely different.

Coke and Coca-Cola are registered trade-marks which distinguish our product. And good practice requires the

owner of a trade-mark to protect it diligently. That's why we ask you always to spell Coke with a capital "C." It's as important to us as the use of a capital initial in the spelling of a newspaper's name.

Ask for it either way  
...both trade-marks  
mean the same thing.



THE COCA-COLA COMPANY

THE QUILL for September, 1950

## That Jeep Helps

# Korea Is Tough War To Cover

By KEYES BEECH

(Editor's Note: The QUILL badly wanted a story on covering the war in Korea. Its editor found this one on the desk of the director of the Chicago Daily News Foreign Service. It is written by Keyes Beech, one of the first three American correspondents to reach the Korean front.)

(It was not written as a comprehensive story of newspapermen in America's new war. It was just a newspaperman's letter to his boss. Somehow that makes it even better.)

(The QUILL is grateful to the Daily News Foreign Service and to Mr. Beech for use of the article.)

**T**OKYO, JAPAN—I'm over here in Tokyo for a couple of days to get a breather while the Reds celebrate their victory of Taejon and get ready for the next push. I'm going back to the war tomorrow.

Everyone seems to agree this is the most heart-breaking story from a communications standpoint. Even Ward Price of the London Daily Mail who has covered every war "since the charge of the Light Brigade," agrees that in no other place was it so difficult to forward your dispatches.

(Transmission of news from Korea has, naturally, improved since this was written in July.)

My own routine in Korea starts at 5 or 6 a. m. with a two or three hour jeep ride over cow-path roads which will take you to the morning's fighting. Maybe, before the day is over, you get pinned down.

It is such a fluid war you can never be sure where the enemy is. You may get strafed by your own planes. Or the enemy begins that indiscriminate, aimless shelling that is so unnerving.

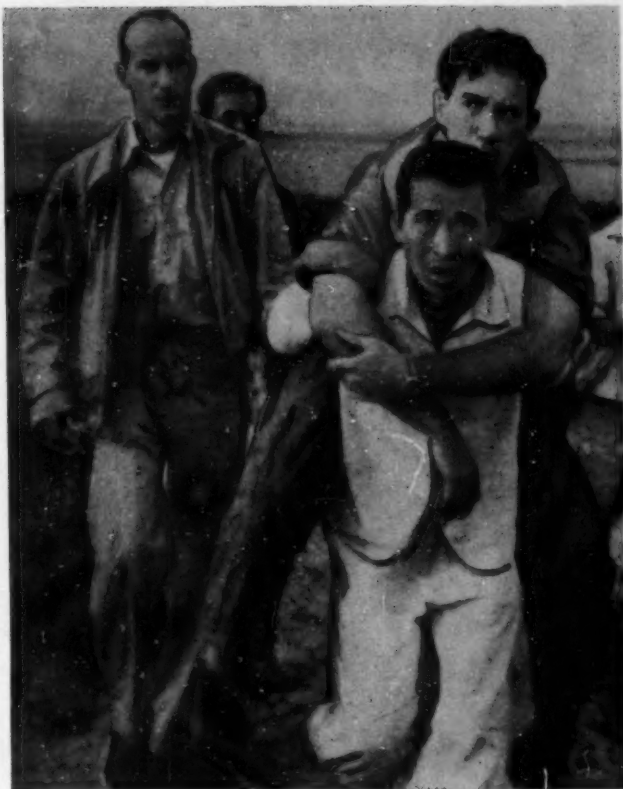
By mid-afternoon you have your story. You ride back over the same road to Division headquarters where there is one telephone for fifty to sixty correspondents.

Each take you write goes out on the basis of first come first served. The agencies, Associated Press, United Press, and International News Service, have whole companies of men covering and they already have piled up copy six feet high.

**Y**OU sit down to write your story and the lights go out. You steal a flash light and go on. You have to keep it short but being a special correspondent, you have to get the color in.

Your first take goes in the stack, then your second, third and fourth, and you go off in the darkness to scrounge a cup of coffee and some rations. The service troops are wonderful about this. They will do anything for you.

THE QUILL for September, 1950



**CORRESPONDENT AT A NEW FRONT**—Keyes Beech of the Chicago Daily News Foreign Service walks along side as a South Korean carries Lt. Edwin T. Johnson of Seattle, Wash., to safety. Lt. Johnson was the first pilot who had to bail out of a damaged jet plane. A direct print of this A. P. wirephoto was not available when this illustration was made.

You lie down on the floor wondering who stole the blanket which you stole from somebody else. You smell yourself and you stink. Just as sleep begins to creep up on you, your name comes up on the telephone list and you leap to phone your first take 'o Tokyo.

There are no beats out here. Everyone can hear you phoning and if you have something they missed they not only can write it and get it through but sometimes are able to beat you to publication.

So it goes through the night. The first take is cleared maybe at 8 p. m., the second at midnight, the next perhaps at 2 a. m. and the last at 5 or 6. Then it's time to go back to the front and do it all over again.

**T**HIS is an intensely interesting story to cover but with the communications what they are, you labor with the feeling of having expended a maximum of effort for the least possible gain.

This is not to be interpreted as a bid for sympathy. I'm only trying to let you know what it is like. In fact, I'm luckier than any

other correspondent in Korea. I have a jeep. I am mobile.

Remember the jeep I drove out of Seoul? The one that was nearly destroyed when they blew up the bridge under our noses. That's it. The noblest jeep of all.

(Here's the rest of the story of that jeep, taken from one of Keyes' dispatches in the first weeks of the war:

"A bridge blew up in our faces at 2:30 this morning. We were attempting to escape by jeep from Seoul as it was falling to Communist forces spearheaded by tanks.

"If I need any reminder that we are at war I have only to look at the bandaged heads of my two colleagues, Burton Crane of the New York Times and Frank Gibney of Time magazine.

"The blast lifted the jeep off the ground and blew in the windshield. A truckload of Korean soldiers just ahead of us was blown to bits.

"Later we walked back into Seoul, believing all of the city in enemy hands and considering how best to be taken prisoner."

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**ISLAND GROUP INSTALLED**—New officers of the Hawaii professional chapter accept their charter from Carl Miller, former national president. Left to right, Donald H. Burum, secretary-treasurer; Dan E. Clark II, president; William A. Simonds, vice president; Mr. Miller and Buck Buchwach, director.

## Most Distant Chapter Installed in Honolulu

**S**IGMA Delta Chi's farthest flung outpost, the Hawaii professional chapter, has been formally installed in Honolulu.

Carl Miller, former president of the national organization, presented the charter to the new chapter at a luncheon. Dan E. Clark II, director of Territorial Surveys, accepted the charter as new president.

Mr. Miller is Pacific Coast publisher of the *Wall Street Journal*.

New officers of the chapter included William A. Simonds, N. W. Ayer & Son, vice president, and Donald H. Burum, general manager of *Hawaii Farm and Home*, secretary-treasurer.

Buck Buchwach, Hawaiian Pineapple Co., and A. A. Smyser, Honolulu *Star-Bulletin* were named to the board of directors.

Mr. Miller explained the objectives and aims of the professional fraternity at the luncheon meeting.

Charter members present represented universities and schools from Washington and Stanford in the west, to North Dakota in the north, Texas in the south and Penn State in the east.

First impetus for the Hawaii chapter came from Al Bates, former executive secretary of the fraternity who spent several years in the islands as public relations director for Castle & Cooke.

A charter was granted at the Washington convention in 1947 but installation awaited arrival in the islands of a former national officer. Bates had meantime left

Honolulu to join the firm of Whittaker & Baxter in Chicago.

## Florida J-School Wins Accreditation

**A**CCREDITATION of the University of Florida school of journalism by the American Council on Education for Journalism makes the school the first in Florida to receive a class A rating.

Dr. Norval Neil Luxon, chairman of the ACEJ accrediting committee, made the announcement at Columbus, Ohio, where he is assistant to the president of Ohio State University. Florida was accredited in the news-editorial field and brings the total of accredited schools to thirty-nine in twenty-six states.

Accreditation of the Florida school came just one year from the date on which the board of control created the school. Previously it was a department in the college of arts and sciences. With the creation of the school, Rae O. Weimer, with more than 20 years experience in newspapering, public relations and advertising in the Middle West and New York City, was brought in as director.

Creation of the school came about with the cooperation of the editors and publishers of the state. Surveys on the needs of the state and recommendations for the school were made by a committee named

by the Associated Dailies of Florida under the chairmanship of Herbert M. Davidson, editor of the *Daytona Beach News and Journal*.

## Iowa State Daily Editor in Service

**T**HE first Sigma Delta Chi known by National Headquarters to be called to active duty with the armed services, is Deane Robertson, a senior at Iowa State College. Robertson was editor of the *Iowa State Daily* at the time.

Donald Button, (*Iowa State '50*) was named editor for the remainder of the summer session. He is also editor of the *Iowa Agriculturist*.

Sigma Delta Chis going into the armed services are requested to notify National Headquarters.

## Heitman to Head Texas Tech Journalism

**J**RUSSELL HEITMAN (*Missouri '27*) a member of the staff of the extension division of the University of Alabama, has been appointed professor of journalism and head of the department of journalism at Texas Technological College, Lubbock, Texas.

Mr. Heitman is secretary-field manager of the Alabama Press Association, director of the University News Bureau, and an associate professor of journalism.

Holder of degrees in journalism from the University of Missouri and Northwestern University, Mr. Heitman was for several years publisher of weekly newspapers in Illinois. At one time he was a member of the faculty of the school of journalism of the University of Illinois.



**MAKES PRACTICAL STUDY**—Ralph Renick not only surveyed existing television stations before he wrote this study of why the new medium lags in news programming. He also spent a year as news editor of WTVJ (TV), Miami, where he is shown before camera and microphone.

## Costs High; Techniques Tricky

# Why Television Lags In Presentation of News

By RALPH RENICK

**H**OW is news faring in the new dimension which television has given to mass communication? Not so good when you study returns in a survey of the ninety-eight TV stations which were in operation last January.

These three facts stand out in the analysis of questionnaires sent to the station operators, seventy-one of whom replied:

Television has fallen far behind radio and newspapers in the presentation of news.

The prevailing attitude of television station managers seems to be: "If a news show can't be sold, we don't air it."

In general, TV stations are not doing an adequate job of giving their viewers the news.

News on television should be one of the most popular types of programs. Radio news has enjoyed immense popularity, both with listeners and advertisers. But television news is lagging.

The chief reason most television stations low-rate news in their programming is the

cost. A close second is the problem of proper pictorialization.

Seventy-five per cent of the stations replying to the questionnaire did not have a single staff member devoting his time exclusively to TV news production. In most cases, the job was done by AM radio news personnel or TV announcers.

**I**T costs money to provide visual material needed to accompany the audio reporting of news. NBC's Camel Caravan, one of the most elaborate news shows on the air, is said to cost \$9,000 a week. The CBS Doug Edwards news show also runs into four figures. The Miami Herald and its radio station affiliate, WQAM, spend about \$450 a week producing a 30-minute local news show aired over WTVJ each Sunday night.

Operators who replied to my questionnaire were unanimous in the opinion that production costs must be lowered all around, from studio shows with narrator, stills and motion pictures, to on-the-spot remotes, before television news can become a serious competitor to radio news or newspapers.

Forty-eight per cent of the stations replying said they were losing money on their news programs. Sixteen per cent were breaking even and only 36 per cent were showing any profit at all.

Automobile dealers were found to be the leading sponsors of TV news programs. Next in order came appliance dealers, banks and beer companies—brewers and distributors.

The majority of news programs, however, were unsponsored. And the majority of station managers felt that news programs were not as salable as other types of locally produced shows.

**B**ECAUSE television has not yet developed a news show format that has met with commercial success in every market, the stations put up strong arguments for their individual presentation methods.

One station reported considerable success with a man of "rare talent" who was able to ad lib news and comment. His "talent" was supplemented by still photos, motion pictures, maps, charts and graphs and occasionally a live interview.

Many operations felt that a news narrator before the camera was too much like AM radio, yet 89 per cent of the stations reported using this format.

Only 18 per cent reported having narrators who could ad lib their entire show. Fifty per cent read news from copy. Next came those who rely partly on memory and partly on notes and after that, the mounting of notes near the camera.

Most station managers emphasized the value of developing one personality for news presentation. A majority agreed that a narrator, whose personality fits television and who can give the news in a pleasant ad lib style, will be acceptable to viewers even without pictorial support.

[Turn to Page 16]

## Miami Beach Set

# Tell Plans For 1950 Convention

By JOHN T. BILLS,

Co-chairman, Local Arrangements Committee, Miami Beach Convention

**T**HE host chapters are weaving a special welcome mat for delegates and members who attend the Sigma Delta Chi 32d national convention at Miami Beach, Florida, Nov. 9, 10 and 11.

An outstanding professional program is rapidly taking shape which will bear heavily on the topic of the moment—the press' task as the United States fights global war both hot and cold. In the meantime the Greater Miami professional and the University of Miami undergraduate chapters have just about perfected the entertainment portion of the program.

National President Carl R. Kesler and Lee Hills, Miami Herald managing editor who is both executive councillor of the fraternity and chairman of the general convention committee, are lining up national figures in journalism, politics and the military, as speakers and panel members.

An outstanding professional event will be a panel on the press' place in covering and commenting on the nation's war in Korea and its global commitment in containing Communist imperialism. This panel will be moderated by John S. Knight, editor and publisher of four major newspapers, including the Miami Herald, and former national honorary president of Sigma Delta Chi.

Speakers who had consented to take part in the panel as this issue of *The Quill* went to press included Fairfax M. Cone of Chicago, one of the founders of Foote, Cone & Belding and a nationally prominent advertising man, and Frank J. Starzel of New York, general manager of the Associated Press. The panel will be completed by one, and possibly two, major spokesmen for the American defense effort, civilian or military.

The panel members will speak respectively for the public, the press and official Washington. The host chapters feel that this event, scheduled for Saturday morning, Nov. 11, will be of such general interest that special quarters may be needed to accommodate its audience.

For this reason, the arrangements committee may switch the panel to Miami Beach's new \$1,500,000 air-conditioned Municipal Auditorium. Special seats would be reserved for convention delegates and visitors and others would be admitted to the remaining space by ticket.

**A** DISTINGUISHED convention speaker, as Americans fight a new war in Asia, will be Lt. Gen. Alfred M. Gruenther, deputy chief of staff for plans, U. S. Army. A soldier with a distinguished record in World War II, Gen.



**CONVENTION PLANNER, HOST**—Lee Hills (left), managing editor of the Miami Herald and chairman of the convention committee, and Hoke Welch, managing editor of the Daily News and president of the Greater Miami professional chapter, are busy with plans for Sigma Delta Chi's first Florida convention. It will be held in Miami Beach Nov. 9-11.

Gruenther's present high position in the overall national defense will bring to the convention a first hand picture of this nation's war effort, both hot and cold.

Speakers tentatively scheduled include a leading Southern editor and a high official of the United Nations. Full announcement of the professional program will be made in the October issue of *THE QUILL*.

Among annual reports to the fraternity will be three capable of producing provocative business sessions. These will come from a special committee appointed this year to consider a broader participation in journalistic research, a report on freedom of the press and another report by the committee which was named after the Dallas convention to write a revised ethical code for Sigma Delta Chi.

Sigma Delta Chis will be officially welcomed to Florida and to Miami Beach at the opening business session. Appearing before the delegates Thursday morning will be Gov. Fuller Warren of Florida and Mayor Harold Turk of Miami Beach.

**O**NE of the most important jobs the Greater Miami professional chapter has tackled is a special pre-convention issue of *The Quill* for October. It will be the largest issue of the magazine ever produced, passing the Silver Anniversary *QUILL* of 1934, the record to date. Special articles will cover Florida and Miami journalism, education, history and geography in addition to the usual professional content of the magazine.

The host chapters have snared Miami Beach's newest ocean-front hotel, the Sans Souci, for convention headquarters. And any overflow will go to the next door Saxony, which was the newest until the Sans Souci opened last winter.

Both hotels have made unusually low rates for Sigma Delta Chi members. With two in a room, the rate will be \$5 a person for rooms that normally rent for from \$25 to \$35 a day. Those who prefer single rooms will be accommodated for \$8 a day.

Moreover, the Sans Souci is having one of its public rooms off the lower lobby en-

larged especially for Sigma Delta Chi business sessions. Management had not intended to complete the room until some future date, but was persuaded by Sigma Delta Chi by Thomas F. Smith, co-chairman of the convention committee and director of the Miami Beach convention and news bureaus.

**T**HE host chapters have planned several events that will be innovations for Sigma Delta Chi conventions.

On one day, delegates and members will be guests of the University of Miami at luncheon. This will be in the Student Activities building which overlooks a man-made lake on the university's new modernistic \$5,000,000 campus.

The afternoon business session following the luncheon will be in the university's auditorium, Beaumont Hall. After that, delegates will be transported by bus to the Coral Gables Country Club for a buffet supper in a palm tree bordered patio.

After supper, everybody will go by bus to Miami's famed Orange Bowl for a night game between the University of Miami Hurricanes and the Louisville University Cardinals.

The university's symphonic band, renowned for its half-time shows in the Orange Bowl, will present a spectacle with a Sigma Delta Chi theme between the halves.

President Kesler has tentatively scheduled one free evening and one free afternoon. During these periods, the host chapters have arranged for optional sightseeing trips by boat and bus. Delegates which delegates may sign up for these trips will be found on the Sans Souci lobby floor.

**O**NE such trip will include visits to Miami's Rare Bird Farm, which advertises the largest collection of exotic birds in the world; the Serpentarium, where practically every kind of snake can be seen; and Monkey Jungle, where visitors are caged while most of the monkeys run loose.

On this same trip, sightseers will pass through some of Florida's lime, avocado and citrus groves which will be hanging



heavy with fruit in November, and will see thousands of acres of beans, tomatoes and other winter vegetables just beginning to mature.

Fairchild Tropical Gardens, one of the botanical show places of North America, and Musa Isle, Seminole Indian village where a young buck wrestles an alligator every hour, will be additional stops.

Another innovation for an Sigma Delta Chi convention will be a dance following the annual banquet on Saturday night, Nov. 11.

For this, the host chapters have obtained the famous Roney Plaza hotel's outdoor

**HOST NEWSPAPERS**—Right, above, plant of Miami Herald. Below, Daily News. Delegates will tour both newspapers which in turn will entertain at luncheons.

tropical garden, bordered on three sides by stately Royal Palm trees and on the fourth by the breeze-swept Atlantic ocean.

**T**HE host chapters are also prepared to make arrangements for any visitor who would like a post-convention trip to one of the many colorful Caribbean resort countries that lie only an hour or two from Miami by air—Cuba, Haiti, Dominica, Puerto Rico, Jamaica and Nassau.

Havana and Nassau are only 60 minutes by Pan American World Airways Clipper from Miami's International Airport.

A special effort to attract managing editors of Associated Press newspapers to the convention is being made by Lee Hills, who is also president of the Associated Press Managing Editors' Association, which is holding its convention in Atlanta the week following the Sigma Delta Chi meeting at Miami Beach.

Hills is urging the men who run most of the AP newspapers to bring their wives and make the two conventions their annual vacation. While husbands attend convention sessions, wives will be entertained by a Ladies Committee headed by Mrs. Hills.

The *Herald* and *Miami Daily News* will open their plants and affiliated radio stations to conducted tours by delegates. In the past two years, both papers have attracted the attention of the newspaper publishing world by converting to teletype production in their composing rooms.

Both papers will also be host at luncheons during the convention. Hoke Welch, managing editor of the *News*, is president of the Greater Miami Professional chapter.

**A**LTHOUGH the convention will not be called to order until Thursday morning, Nov. 9, the tours will get under way Wednesday afternoon for early arrivals among delegates and visitors. Registration will also start Wednesday afternoon.

The Executive Council of the fraternity will hold its usual pre-convention meeting all day Wednesday under the leadership of Chairman Neal Van Sooy. Wednesday evening the social program of the convention will start with a reception and buffet supper for Sigma Delta Chis at the Sans Souci. The city of Miami Beach will be host.

As they did at the Dallas convention, the host chapters will again serve free orange juice from a dispenser alongside the registration desk.



## Keyes Beech

[Concluded from Page 5]

(Later Beech returned and natives helped him and his injured pals lift the jeep out of the mud and over a dike. They forded one river and paid a Korean boatman \$10 to pole them and their jeep across the Han.

(After the escape from Seoul to Suwon, they fled some of the first eye-witness stories of the North Korean invasion.)

This jeep can do things no other jeep can do. It can climb mountains, swim rivers and when I want to spend a night at the front, I turn it around toward division headquarters and tell it to go back after water and oil and gas and be sure to be back in the morning.

It always shows up. For some reason as the other correspondents hitch-hike to the front their most murderous instincts are aroused when they see me go by, master of my destiny, captain of my fate.

Oh yes, they have tried to take it away from me. Once they stole it and abandoned it under shell fire. I drove it out again. The army has tried to take it away from me but I remind them it would not

**K**EYES BEECH has covered Japan, China and Korea for the Chicago Daily News Foreign Service since 1947. Most of time he reported the occupation in Japan, sometimes at outspoken disagreement with the military government.

Assignment in the Far East and war in the Pacific are nothing new to Keyes. He had been there before. As a Marine combat correspondent he shared the bitter struggle for Tarawa and was the first correspondent, military or civilian, to reach the summit of Mount Surabachi in the even bitterer battle for Iwo Jima. Later he saw the Bikini atomic tests.

A native of Tennessee, Keyes started as a cub of the St. Petersburg (Fla.) Evening Independent. He was covering the Florida legislature at 20. In 1937 he became a feature writer on the Akron Beacon Journal. After a postwar stint as Washington correspondent for the Honolulu Star-Bulletin, he went back to Hawaii for the Daily News. He is co-author of two war books, "The U. S. Marines on Iwo Jima" and "Uncommon Valor."

When he says: "There are no beats out here," he is displaying uncommon modesty. His outspoken dispatches on the grim facts of early American defeat and his features on men in battle have had front page play and editorial comment from coast to coast.

be here if I hadn't brought it out of Seoul while others abandoned jeeps by the score and walked out.

Right now, the jeep is in the custody of an air force colonel, a friend, at an unidentified strip in Korea, awaiting my return.

## Ralph Renick

[Continued from Page 7]

**T**HE consensus was that the ideal method of news presentation by television is motion pictures. However, the time element involved in shooting, preparing and shipping films prevents a non-network station from doing a spot news job on national and international events.

Film received a day or two after a news event has occurred can only be used as feature or supplementary material—similar to the manner in which newsreels are handled by movie theatres.

Station managers can see no immediate solution to these problems. Some believe that an entirely new type of motion picture coverage of top news events is one answer. Others maintain that television should stick with the standard newsreel, but develop some method of rapid transmission to all markets similar to wire-photo transmission of still photos.

Seventy-four per cent of the station managers replying to my questionnaire said local news coverage was their biggest headache. Few stations had their own cameramen, relying on free lances to protect them on big stories.

The chief sources of still photos reported were affiliated newspapers and station photographers. But only 20 per cent of the stations reporting had facilities for processing stills. And the high cost of motion picture developing equipment has kept 95 per cent of the stations from wider use of that type of local coverage.

Reading the trade papers, one gets the impression that newspaper and radio executives are a bit fearful of the impact of television on the reading and listening habits of the American public. But by the admission of most TV station managers, television is not doing a top job of presenting the news with the forcefulness and immediacy which is the chief asset of the new medium.

Television is able to present news stories in a manner entirely different from that used by newspapers or radio. In the future, it should be possible to lower pro-

**F**OLLOWING his graduation from the University of Miami in 1948, Ralph Renick was granted the Kaltenborn Foundation Fellowship for 1949-50 to study "the theory and practice of communicating ideas through broadcasting media or the press." He chose to study the presentation of news on television.

Renick has completed his study, during which he served as news editor of Station WTVJ (TV), Miami. He supplemented this practical experience by a continuing study of documentary evidence from other stations and in January sent out a questionnaire to all 98 TV stations then in operation in the United States. This interesting commentary on television news is the result of his year's work and a detailed study of the replies he received to the questionnaire.

Renick was a charter member of the University of Miami chapter of Sigma Delta Chi and the chapter's delegate to the 1948 national convention in Milwaukee.

duction costs, transmit film coverage of events much more rapidly to all sections of the country and devise more saleable program formats.

In the meantime, it might be wise for the

station to give its audience more consideration on news. The public looks to the communications mediums to supply it with news and the stations have an obligation to provide it.

## Minnesota Editors Honor Casey

**C**OMPLETION of twenty years service by Dr. Ralph D. Casey as director of the University of Minnesota school of journalism was recognized in an unscheduled ceremony at the annual state editors' short course.

Herman Roe, publisher of the Northfield (Minn.) News and chairman of the Minnesota Editorial Association, spoke in behalf of the regional newspaper associations, recounting the accomplishments of Dr. Casey and his faculty in bringing the Minnesota journalism school to top national ranking.

Thirty-nine schools in the country are accredited in one or more journalism teaching sequences by the American Council on Education for Journalism, Roe

said. Minnesota is accredited in seven professional areas of journalism and communications education, with only one other school, University of Missouri, receiving an equal number.

Dr. Casey is a member of the American Council on Education for Journalism, and from 1935 to 1945 was editor of the Journalism Quarterly. He has held a Guggenheim Fellowship for study and research, and has won both the Sigma Delta Chi and Kappa Tau Alpha awards for research in journalism. He is the author or co-author of five books. He also served as a member of the UNESCO Commission on Technical Needs in Press, Radio and Film, and as a wartime consultant for the Office of War Information and the Bureau of the Budget.

## On the Job

James W. Phillips (Washington '40) has resigned as associate editor of the *Columbia Basin News* to join the General Electric Company's public relations division at Hanford Works, Washington. Prior to becoming managing editor of the daily last March, Phillips was editor-manager of the *Richland Villager*, a weekly newspaper owned and operated by the residents of Richland. He was named Sigma Delta Chi's outstanding male graduate at the University of Washington in 1949.

John Daliman (South Dakota State '50) is news editor of the *Hot Springs* (S.D.) *Star*. Co-publishers of the *Star* are Charles and Dean Leonard (South Dakota State '39 and '49). Daliman was graduated last June after majoring in agricultural journalism.

George R. Thompson (Oregon '31) has left the *News-Observer*, San Leandro, Calif., of which he had been editor since 1933. The newspaper was acquired by Abraham Kofman, former publisher of the *Times-Star*, Alameda, Calif.

Harry S. Baer Jr. (Oklahoma '47) is a reporter on the *Dayton Daily News*. He came to the *News* from the *Dayton Journal* where he had been aviation editor. He is on general assignment for the *News*.

Clyde Hostetter (Missouri '47) is publicity director for the Kansas Industrial Development Commission, Topeka, official state tourist and industrial promotion agency for Kansas.

Nelson B. Van Pelt (Missouri '49) is directing athletic public relations and teaching English at the Florence, Ala., State Teachers College.

William P. Gray (Washington '32) is in New York City as an assistant editor of the foreign news department of *Life* magazine.

Paul D. Adams (Missouri '40) is on the news and announcing staff of Station KWTO, Springfield, Mo.

Sanford (Sandy) Schnier (Florida '50) has joined the sports staff of the Miami (Fla.) *Daily News*.

Wilbur N. Skourup Jr. (Missouri '48) is editor of the *Professional Golfer* magazine in Chicago.

Marvin L. Crowley (Missouri '49) is on the staff of the *Excelsior Springs* (Mo.) *Daily Standard*.

M. Wayne Wolfe (Indiana '50) is teaching at the River Falls (Wis.) State Teachers College.

THE QUILL for September, 1950



Advertisement

## From where I sit by Joe Marsh

### Ought To "Polish Up" Her Traffic Manners!

*Spent most of yesterday over at the Court House. "Tiny" Fields, the biggest and fastest-talking of our three policemen, was holding forth about his traffic troubles.*

"Women drive just as good as men do," Tiny said, "and just as bad. For instance—a girl in a convertible today. She started a three-block tie-up all by herself.

*"She's creeping down Main Street—left hand stuck out and sort of waving around. Never turns right or left, never stops. But, of course, everyone behind her thinks she's signaling about something. Nobody dares to pass. When I stop her and ask what's up, she smiles sweetly and explains she's drying her nail polish!"*

From where I sit, that girl's typical of certain folks who are so wrapped up in themselves, they never notice they're not being fair to others. Our neighbor has a *right* to drive in safety—just as he has a right to enjoy a glass of beer. Let's all respect the other fellow's rights.

*Joe Marsh*

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# THE BOOK BEAT

By DICK FITZPATRICK

**I**T is fortunate for the profession of journalism that the field of journalism research is coming into its own. Newsmen who live in terms of deadlines often cannot be interested in the seemingly remote problems which are the scope of journalism research. However, the fact that most of the leading schools of journalism now have a research division and are actively engaged in seeking reasons for doing the thing one way rather than another, based on scientific findings rather than intuition.

It is only natural that with this new interest on the part of schools, a growing body of literature is developing. This becomes clear with the publication of "An Introduction to Journalism Research" (Louisiana State University Press, Baton Rouge, La., \$2.50). This 142 page, indexed volume is edited by Ralph O. Nafziger of the University of Wisconsin and Marcus M. Wilkerson of Louisiana State.

In addition to the six main articles, the book includes an introduction by Nafziger and a conclusion by Dean Frank Luther Mott, of the journalism school at Missouri.

Dr. Mott points out "there is a growing sense of responsibility in the schools for objective study, analysis and evaluation of the day to day work of the press. More than any other institution, the schools are charged with care of the professional aspects and values of journalism. Since service is the major part of professionalism, this emphasizes their responsibility for dispassionate investigation of the services of the press to the society."

Wilkerson has contributed an excellent article on history and journalism research. His article, as well as others in the book, contain many suggestions for research. He points out that many studies in the field of journalism are done by those in other of the social sciences and he says that journalists must give more attention to studies that deal with "the press as a social force" and research aimed at measuring its influence in society lest "it be taken over completely by political scientists and sociologists, who are showing more and more interest in the subject."

**O**NE of the countries leading research scholars in journalism law, Fred S. Siebert, head of the journalism school at the University of Illinois, has contributed a very interesting chapter on research and legal problems of communication. Professor Siebert warns that research on certain problems requires legal training. However, there is a large area in which research needs to be done dealing with quasi-legal problems. He points out "researchers seem at present to be averse to intensive cultivation of a small area and to be more interested in correlating the researches of others than conducting restricted and thorough studies themselves."

Chilton R. Bush, director of the Institute of Journalistic Studies at Stanford, has contributed an important but very technical chapter on journalism research and statistics. Dr. Bush has taken those statistical methods which can be applied to journalism research and discusses them

briefly. This chapter alone shows the need for grounding in social statistics for anyone who really wants to do constructive work in communications research.

The University of Missouri's Earl English presents an able, 30-page discussion of the questionnaire interview. CBS researcher Fay Day gives a simplified presentation of content analysis.

For the person interested in the field of communications research as a career, the chapter on the experimental method in communications by Charles L. Allen, research director at Northwestern University, is a sensible, inspirational, and scholarly approach to the subject. It is undoubtedly the best chapter in the book.

Professor Allen makes this very interesting observation:

"The careful and efficient use of the experimental method in research in journalism promises to eliminate some positive faults in present practices:

"A. The substitution of scientific trial and observation for utter speculation.

"B. The elimination of conclusions based only on opinion.

"C. The formation of hypotheses by logical processes.

"D. The testing and verification of hypotheses by accurate observation."

From the content of the book it is evident that it is a contribution to the literature of journalism. It blazes the trail as the first book on methodology of journalism research. It is the fourth in a series of journalism monographs published under the auspices of the National Council of Research of the Association of Accredited Schools and Departments of Journalism.

**P**ROBABLY one of the most important books published since the war in so far as it blazes new trails in communications research is "Experiments on Mass Communication" (Princeton University Press, Princeton, N. J., \$5.00) by C. I. Hoveland, A. A. Lumsdaine and F. D. Sheffield. This 345 page book is volume 3 in the studies in Social Psychology in World War II which were editorially sponsored by the Social Science Research Council.

While this is a very advanced book, much of it can be readily understood by anyone interested in the field. The book contains research conducted during the war on various groups of soldiers in relation to film. The methods used and the special problems that developed would apply to the rest of the field of communications.

The first part of the book among other things contains material on audience evaluation of the films, different methods of presentation of material and the effects of films on men of different intellectual ability. The second part of the book contains research on the short and long time effects of an orientation film, the effects of presenting one side and two sides of a question on getting the audience to change its mind. This last study makes some startling and unbelievable revelations. The chapter starting on page 201 and running for 27 pages is well worth looking at.

Wilbur Schramm, dean of the Communication Division of the University of Illinois, has done his colleagues a great fa-

vor in bringing out "Mass Communication" (The University of Illinois Press, Urbana, Illinois, \$4.50). This 552 page book contains forty articles and documents as well as six pages of statistics dealing with communication media. The articles are among the best published in recent years.

The book contains the NAB code as well as the Motion Picture code and the ASNE's canons of journalism. Many of the articles are by the leading communications researchers in the United States.

The six pages of statistics, while they will be out of date shortly—some are even out of date now—are important because they make a vast amount of statistical information about the communications industry available in one place. In many cases, the source is indicated so that anyone can get the latest figures.

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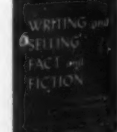
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## New Communications Research

**A** NEW research program without counterpart in the South will get under way this Fall at Emory University to help press, radio, movie and television do a better job.

The Emory Bureau of Communications Research will go into operation in October as a branch of the university's division of Journalism. It will be staffed by Emory's present journalism faculty plus two members.

"By applying the research methods of social science to the basic problems of mass communication, the bureau hopes to help the journalist find facts in the same way that a medical laboratory helps the physician," said Dr. Raymond B. Nixon (Minnesota Professional '39), Emory journalism director. "Too often in the past, editors, as well as radio, television and motion pictures executives have been forced to rely on hunch and tradition."

He cited newspaper mergers and the advent of television as examples of the revolutionary changes that are taking place in the communications field. These changes, he said, make scientific research more necessary than ever before.

The new staffers who will assist in the research program are Milton D. Krueger (Missouri Professional '50), instructor in journalism, and Raymond F. Stewart, research associate.

Krueger, a former member of the journalism faculty at the University of Missouri, is a specialist in photography and typography. He and his students will produce an experimental newspaper to be relayed by facsimile to various points on the Emory campus.

This project, Nixon pointed out, will make the first systematic use of the fac-

simile transmitter presented to Emory last year by Station WSB and the Atlanta Journal.

Prof. Stewart has resigned as publications research manager in the Chicago offices of Foote, Cone and Belding, one of the nation's largest advertising agencies, to join the Emory staff.

In 1949, he completed residence requirements for the doctor's degree in mass communications at the State University of Iowa, where he served as a research assistant in journalism and a field interviewer in the Bureau of Audience Research. His work at Emory will include reader and audience surveys, public opinion polls, marketing research, media analysis, readability tests, and similar studies.

Typical of projects now in the planning stage for this area of the bureau's work are studies in the changing reading and listening interests of Atlantans from high school to adult life, the effect of color on product and idea acceptance, and perhaps the establishment of an Atlanta or a Georgia Poll to sample opinion.

"Individual members of the Emory faculty in journalism and related fields have conducted studies of this type in the past," Nixon declared, "but this is Emory's—and the South's—first continuing program."

Dr. Nixon spent 1948-49 as a visiting professor in the Institute of Communications Research at the University of Illinois. Since 1945, he has been editor of the *Journalism Quarterly*.

"Who knows?" asks Nixon. "If we learn more about the principles of effective communication between people, maybe even the teachers will be able to do a better job."



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feature writer, columnist. Man with ideas, spark, energy. Go anywhere. Box 230, The Quill.

Missouri graduate desires position with a promising future at any salary. Preferably in Middle West or East. Some experience, much ambition. Box 262, The Quill.

### SOUTH CAROLINA

#### LOOKING FOR A PR MAN?

Experienced in newspaper, radio copy, house organ, publicity work and a little advertising. I'm looking for a job with a future. Presently employed. Journalism graduate, Phi Beta Kappa. SDX, young, single, will work anywhere. Box 1017, The Quill.

### WASHINGTON

Experienced Journalism Grad wants magazine editor slot, weekly; reporter, daily, or radio news announcing, editing. Has experience these days. Married, no children. Prefer Pacific Coast location. Also Adv. and sales layout experience. Box 231, The Quill.

PHOTO-REPORTER experienced weekly, daily newspapers, general circ. mags, trade and house organs. A-1 photo equipment, operate Fairchild engraver. Want spot staff photog. or any combo.; editor, photographer, reporter. Box 261, The Quill.

## CLASSIFIED ADVERTISING

Rates—Situations wanted: 40 cents a line. Help wanted and all other classifications: 80 cents a line. Minimum charge \$3.00 an insertion.

Classified display \$10.00 per inch, per insertion. When answering blind ads, please address them as follows: Box Number, The Quill, 35 E. Wacker Drive, Chicago 1, Ill.

### CARTOONING SERVICE

My finished cartoons drawn to your gaze at \$1.00 each. Mailed flat on illustration board. F. Cunningham; Brookside Rd.; Leavittsburg, Ohio.

### SITUATION WANTED

The following situation wanted advertisements are listed according to the states of residence of the men advertising and does not necessarily reflect a preference for employment in the respective states.

#### INDIANA

June grad, Butler Univ., thoroughly trained for newspaper work. Desire reporting, editorial work on small daily, weekly. Married, vet., 26. Go anywhere, salary secondary. Box 257, The Quill.

#### IOWA

Free-Lance Writer-Photographer available for assignments anywhere in the world. Former Editor two magazines, plus newspaper experience. Single, 29. Own Car, Automobile, Speed Graphic, Ikonex, Typewriter. Box 247, The Quill.

#### MINNESOTA

Minnesota graduate seeks news position on

small-town weekly, anywhere. Some experience. Veteran, 25, single. Wants varied work—reporting, feature writing, editorial writing, etc., and chance to keep learning. Box 234, The Quill.

News writer, editorial writer good small Western Daily. Best references. 25 years experience. Clean, sober, reliable, single. Prefer West Coast. Box 250, The Quill.

#### MISSOURI

Journalism graduate who loves to write and has three years experience in big business and European travel wants to relocate in field of Journalism; age 27, has good personality, appearance. Box 244, The Quill.

Radio News Editor, 1915 to 1925, hard worker in school of hard knocks. Next decade earned Ph.D. from Cornell. Last ten years news editor, chosen BEST IN SPEECH in city with 8 stations. Box 253, The Quill.

#### MONTANA

Radio newsmen, four years chief of three-man news department 5000 watt CBS affiliate. B.A. Journalism, SDX Scholarship award, editor college daily, wire service, newspaper experience. Single, 23, Top-flight references. Box 229, The Quill.

TO THE FOUR WINDS will go June Missouri grad, 25, for job as reporter or copyreader on small daily. Has B.J. degree plus A.B. in English. Box 242, The Quill.

#### NEW YORK

Twenty per cent circulation increase, five press association citations, big new advertising accounts—all these were gained by my employer in less than a year since I became editor of his weekly regional newspaper. Now, I'm seeking connection with good daily, preferably as

## On the Record

**A** MEMBER, in a recent letter, expressed the belief that he had to be a member of a professional chapter in order to retain his membership in Sigma Delta Chi. This is a mistaken notion that we sometimes hear, and would like to correct.

Even though all members received an information booklet about the fraternity this year, we feel additional background information about membership may be of interest at this time.

From time to time we have used the phrase, "once a member always a member," signifying the lifetime nature of membership in the fraternity. The names of members initiated by undergraduate chapters and professional chapters are recorded on fraternity records for life. The only members who do not enjoy membership for life are those who have been expelled.

Admission to membership is upon invitation through undergraduate or professional chapters. Members are identified with the original chapter on headquarters records for life.

If an undergraduate member upon leaving college affiliates with a professional chapter, he also retains membership in the national organization. And if no professional chapter exists in his area, he is still a member of Sigma Delta Chi.

The professional candidate initiated by an undergraduate chapter will be identified with that chapter, but he becomes a member of the national fraternity. He is free to affiliate with the nearest professional chapter, if such exists. Professional members are not members of undergraduate chapters.

If the professional candidate is initiated by a professional chapter he becomes a member of the national fraternity and the chapter until such time that he changes residence. If he moves to an area where no professional chapter exists, he is still a member of the national society.

**A**LL this is as it should be. "Once a member, always a member, unless expelled." We say it should be this way, because of the special qualifications for membership which candidates must meet. Only members who look upon journalism as a lifetime career are admitted to membership. Hence, they should desire to remain members of their national professional society for life. There are no provisions for resignations from the fraternity.

Undergraduates are carefully chosen from among male students with above average scholastic ratings (85 per cent or better), and each candidate considered must give evidence of professional journalistic ability and must have done actual and proficient work in journalism, either in or out of college.

In addition, to eliminate those students who may meet the above qualifications but who are not serious about a career in journalism, the fraternity requires a signed pledge which includes this statement: "With no mental reservations whatsoever, I have definitely decided to undertake journalism as my profession." The word "decided" was placed in the pledge statement by the 1923 convention, replacing the word "intended."

At the time, here's what Chester Cleveland, then editor of *THE QUILL*, said in an editorial:

"Two or three assistant editors of the Daily are registered in law," a chapter secretary wrote the national office recently. "They haven't taken any journalism, but they certainly can do practical work. They quite likely will take up law, but there is always a chance of their liking journalism better, later, and meanwhile they would be a real strength to our chapter. Shouldn't we pledge them?"

"The answer is—of course not—in capital letters and underscored. Sigma Delta Chi is professional; no one who has

April 17, 1909—Sigma Delta Chi formally organized.

May 6, 1909—First public appearance.

April 26, 1912—First national convention.

December, 1912—First *QUILL* publication.

May 1916—"Honorary" eliminated from name.

May 1916—Greek chapter names dropped.

May 1916—Personnel bureau established.

November 1920—Secrecy abolished at Sixth Convention.

November 1923—*QUILL* endowment fund approved.

August 1, 1925—Personnel Bureau formally established.

1925—Speakers Bureau approved by 11th Convention.

1926—Scholarship Key Awards begun.

January 1928—National Headquarters opened in Chicago.

January 1930—The *QUILL* became monthly magazine.

1931—Visitation program established.

May 18, 1934—National Headquarters destroyed in Stockyards Fire.

October 19, 1934—Silver Anniversary Convention.

September 1935—Awards for Research in Journalism established.

September 1939—Distinguished Service Awards program inaugurated.

September 1941—Historical Sites in Journalism program started.

not decided to follow the profession of journalism—definitely decided, mind you—belongs to it. If these men do decide to enter journalism after they're out of college, take them as professional members. But in the meantime, they're candidates for a professional law fraternity—nothing else. In this connection, new pledge slips are soon to be mailed to each chapter. The Minnesota convention voted to make each pledge state that he had decided to enter journalism, rather than merely intended. And journalism, as we interpret it, remember, does not include advertising."

**I**N other issue, Cleveland warned:

"Chapters should use the utmost care to prevent the Fraternity on the various campuses from resolving into just another badge to wear, another honor to bestow, another initiation fee to remit.

"Sigma Delta Chi must not be another haven for joiners. It needs and must have men who believe in its ideals and pur-

poses, and who will put them into practice professionally. Let's watch our membership requirements."

**P**ROFESSIONAL candidates who accept membership are those who are actively engaged in journalism. Before membership is granted they, too, must sign an acceptance form signifying their intentions of remaining in journalism as a life profession.

Each year the national fraternity checks each of the undergraduate chapters to see how closely they adhere to the requirements for membership. This is accomplished through the annual Hogate Professional Achievement Contest.

Chapters submit reports, listing all men initiated during the five previous years, giving an accounting of the occupation of each man. If a chapter report should show a careless selection of members, poor professional character, it would be placed on probation and face withdrawal of its charter.

As in all professional organizations, there are certain dues requirements. For Sigma Delta Chi members dues are \$2 a year. If the member does not have a term or life subscription to *THE QUILL*, \$4 pays the dues and subscription price of \$2 for one year. Undergraduate chapter members are not subject to dues until the first of the calendar year following graduation.

On the local level, undergraduate and professional chapters are permitted to charge nominal local dues. A national by-law provision, however, prohibits a professional member who is delinquent in his current national dues, from voting, holding office or serving as a delegate in a professional chapter.

**U**NDER existing rates, members may subscribe to *THE QUILL* for life and pay their dues for life, both upon payment of \$60. If a member has already paid his dues for life (Key Club Member) he may subscribe to *THE QUILL* for life for \$30.

If a member already holds a life subscription to *THE QUILL* he may pay his dues for life (Key Club Membership) for \$30. Arrangements for paying on the installment plan exist.

Members who were enrolled in the fraternity between the dates of September 1, 1924 and October 15, 1933 paid for a life subscription to *THE QUILL*.

In addition, professional members who were initiated since then and up to March 18, 1938 also paid for a life subscription to *THE QUILL*.

At no time, other than applying for Key Club Membership, has there been any arrangement for paying dues for life. National dues have been assessed ever since the 1920 Oklahoma convention when they were established at \$1 a year.

Payment of national dues is acknowledged by sending members in good standing an engraved membership card. All undergraduate members receive a membership card at the time of enrollment. This undergraduate card may be exchanged for a professional card after graduation by requesting same from National Headquarters.

A national professional journalistic society, not honorary, social or secret in any sense, offering life-long membership to carefully selected newsmen in the sensible arrangement, it seems to us.

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## THESE ARE THE PEOPLE WE TREASURE

You know that you are appreciated as a customer. We appreciate the Langleys and millions of other customers of ours. We treasure them—and one reason why is that we have to work hard to get them and hold them.

Hardly any business is more competitive than the one we're in. Americans can buy petroleum products from thousands of separate companies, from a quarter of a million service stations.

That's why Standard Oil is careful in choosing the many thousands of independent service station dealers who sell our products to you. All of them, by the way, are men who had a chance to look

over the field and who decided that Standard is the company they want to do business with.

Our training programs aim to help our dealers serve you better. Their stations are located where it will be as handy as possible for you to buy. And we make fine products for them to sell.

One reason why we can make better products more economically, and make them more readily available, is that Standard Oil and its subsidiary companies are an integrated organization. Our 46,700 employees work together to find crude oil, transport it, refine it into more than 2,000 useful products and distribute those products for sale.

The quality petroleum products you find at the Standard oval torch sign have been well established favorites for years. For example, more of you buy Red Crown Gasoline than any other brand. In a competitive business like ours, this is something to be proud of. We treasure you as a customer, and work to hold your confidence.

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RALEIGH C. HALL of Independence, Missouri, works at our Sugar Creek refinery. Like all our employees, he has back of him a big investment in tools and equipment, to help him earn a good living and to produce more for you. This is made possible by the investment of our 96,800 owners.



M. L. BRUMMER, owner, and C. R. Walldorf, right, are partners in the service station business in St. Joseph, Missouri. They and thousands of other independent dealers treasure you as customers just as we do. They depend on your patronage, as we do, to grow and prosper.

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